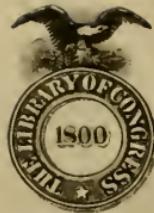


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THE STORY OF THE AUDITORIUM





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The Story of the Auditorium

BY WILLIAM GEORGE BRUCE



A Souvenir Volume

PUBLISHED UNDER THE AUSPICES OF THE
AUDITORIUM COMMITTEE

Feb 23, 1907
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169166.

This little souvenir volume is published for private circulation only, and is intended as a suitable memento of the labor performed by the members of Auditorium Committee.

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The Preface

There may arise in a growing community certain exigencies which can only be met, or at least can best be met, by unselfish private effort. In order to secure such effort there must exist primarily, or there must be created a fine public spirit, an earnest desire on the part of some men to accomplish something for the common good of all men.

The real quality of that public spirit can best be measured when once aroused and brought into active play, when applied to emergencies that may arise, and when self-sacrificing and decisive effort is demanded. Men are then tested, not only as to the warmth and sincerity of their local patriotism, but also as to their intelligence and force in giving it adequate and effective expression.

The project to provide the city of Milwaukee with an Auditorium building, which should meet in every respect the requirements of such a structure, and demanding the raising of one-quarter million of dollars by private subscription, brought forth a splendid test of the progressive spirit of its citizens.

There were men who recognized the need of such a public utility; there were those who took the initiative towards securing it; there were also those who took upon themselves the task of carrying the project to a successful completion; and finally there were those who stood ready to give such financial encouragement as the project required.

The liberality and progressive spirit and local patriotism of Milwaukee's citizenship was put to the test. It bore that test bravely, cheerfully and acceptably. It proved itself equal to every emergency.

In giving publicity to the following pages it should be borne in mind that the sole purpose is to preserve in some permanent form a record of the labors that led to the construction of an Auditorium, and at the same

time serve as an inspiration to future similar efforts in the direction of laudable ends.

The motive which prompted this booklet grew primarily out of the spirit of good-fellowship which pervaded the meetings and labors of the so-called Auditorium Committee. The pleasant ties of friendships which grew out of the constant association of twenty-five men in a project which engaged their time as well as their best thought and effort under varying, and frequently trying, circumstances led to the suggestion of this souvenir volume.

It is, therefore, not only a mere record of a series of transactions leading to the realization of a utilitarian project, but also the memento of a temporary association of men who proved congenial to each other and who prize the friendships which grew out of the brief contact with each other.

W. G. B.

The Story of the Auditorium

THE EARLIEST INCEPTION OF THE GREAT PROJECT

The Auditorium when completed will stand as a splendid monument to the city's enterprise, thrift and public spirit. No project of a semi-public character, conceived under private auspices and executed under both private and public patronage will prove of greater benefit to the community at large.

The fact that the Merchants and Manufacturers' Association furnished the inception, and gave life and force to the project makes it one of special interest to the commercial and industrial interests of the city, and one which deserves the fullest treatment at my hands. Again the importance of the project is such as to warrant the preservation in some tangible form the history and leading incidents which brought the same into complete realization.

The suggestion that some steps should be taken towards replacing the old Exposition Building by a more substantial and serviceable structure was first made by Mr. E. A. Wadham, then President of the Merchants and Manufacturers' Association. This suggestion led to some thought on the subject and resulted in a definite project both as to the initial steps to be taken and the ultimate uses to which a building of this kind should be placed.

THE NEED OF AN AUDITORIUM

The necessity of a commodious Auditorium building which would afford the opportunity for large gatherings of a public character, and other functions of a social, political or educational nature, was apparent and permitted of no further argument.

The execution, however, of a project requiring the investment of a



F. A. W. KIECKHEFER
Vice-President



Wm. GEO. BRUCE
Director



ALVIN P. KLETZSCH
President



CHAS. E. SAMMOND
Secretary



OLIVER C. FULLER
Treasurer

OFFICERS OF MILWAUKEE AUDITORIUM COMPANY

large sum of money involved a problem of a serious nature and immediately brought up the question of the probable cost of a suitable Auditorium building together with the probability of raising a sum adequate to meet the necessities of the case. Here it was at once reasoned out that while our citizens were as liberal as those of other cities in meeting an emergency of a financial character, there was also a limit to their financial ability in coming to the aid of even the most laudable project.

A structure worthy of the community, worthy of an important metropolitan city, worthy of its commercial and industrial position, worthy of its pride, its dignity and its prestige, would demand a sum of money beyond the probabilities of a private subscription list.

The wisdom of joining with the municipality in the cost, erection and maintenance of the project readily suggested itself. The first real step taken in the matter was the appointment of a so-called Convention Hall Committee whose purpose was to study the feasibility of the project and to make a suitable report to the Board of Directors of the Association.

President Wadhams, on July 28th, 1903, appointed a so-called "Committee on Convention Hall," consisting of Messrs. Wm. N. Fitzgerald, Frederick Kasten, Fred W. Sivyer, E. A. Wadhams and Louis G. Bohmrich, with instructions to report the result of their deliberations and findings to the Board of Directors.

The first step taken was to confer with the directors of the Exposition Building and to secure the consent of that body to a transfer of its lease on the city's land to the new organization. This involved a legal question which, if untangled to the satisfaction of the promoters of the new project, would readily be followed by favorable action on the part of the Exposition authorities.

THE OLD EXPOSITION SITE

The real work of this Committee was not so much in finding ways and means of raising a fund for the enterprise as it was to ascertain the city's rights to the premises then occupied by the old Exposition Building. Here it was found that a careful investigation of the title was necessary



WM. N. FITZGERALD



WM. MACLAREN



E. A. WADHAM



EDW. A. UHRIG



OTTO J. SCHOENLEBER

MEMBERS OF AUDITORIUM COMMITTEE

and to ascertain to what extent the city was now complying with the terms of that title.

This meant the examination of abstracts, consultations with the heirs of the late Byron Kilbourn, who had deeded the land in question to the city upon certain conditions, and to learn the bearing these conditions would have upon the new project.

It was found that the heirs of Byron Kilbourn had brought suit against the city soon after the completion of the present Exposition Building for having violated the terms of the deed. This document provided that the city must maintain a public market as a part of the building. Any failure to comply with this condition would cause the title of the land to revert back to the heirs.

The suit finally found its way into the Supreme Court, but that body failed to act because the building had been erected, was in use and served partially at least for market purposes. The outcome of the Committee's deliberations led to a bill that was framed, providing that the municipality should join with any voluntary association or corporation in the erection and maintainance of an auditorium or music hall, certain conditions being stipulated. This bill or measure was framed by Louis Bohmrich, Esq., who gave the subject thorough study and who also assisted in enacting it into a law.

Much has been said about the title to the land formerly occupied by the old Exposition Building and many doubts have been expressed as to the city's right to use it for other than strictly market purposes.

The exact status, however, was revealed in a report made by Chairman Fitzgerald of the Convention Hall Committee, which in substance contained the following:

HISTORY OF LAND TITLE

The Committee, shortly after its organization, decided that the premises now and heretofore covered by the Milwaukee Exposition Association Building, were the best available grounds that made the establishment of a large convention, music hall, etc., feasible. Numerous meetings were



ALBERT J. LINDEMANN



Mayor S. M. BECKER



R. G. ELLSWORTH



AUGUST S. LINDEMANN



CHAS. A. PAFSCHKE

MEMBERS OF AUDITORIUM COMMITTEE

held and several thereof in conjunction, by invitation of this Committee, with a Committee of the local musical societies.

The Committee found that the Exposition grounds were owned by the city in the manner as follows: The piece of land bounded north by State St., east by Fifth St., south by Cedar St. and west by 1 Section line, being the east half of the square, was donated to the city, conditioned that the city may erect a market house thereon, and that no buildings be erected in the space in front of Block 52; Block 165, which is the west half of the square, was purchased by the city in 1880, for the sum of \$54,339.00. The estimated value by the city authorities in the city records of the two tracts is \$52,000.00 for the east half, and \$64,000.00 for the west half.

It appears that in October, 1835, Byron Kilbourn, deceased, dedicated by plat a part of the locus in quo, and particularly that part which upon the plat at that time was marked "the four vacant spaces marked Public," conditioned that the said spaces be left vacant as public grounds and that no buildings be ever erected thereon by anybody, corporate or public, except in the case of the Town being incorporated, and that then the town authorities may erect a market house on either of the spaces lying in front of Blocks 36, 52 or 76, but no buildings should be erected in the space in front of Block 52. At the time the plat was made, Milwaukee was not incorporated, either as a village or a city.

In 1867 certain residents erected a large building covering the south half of the square, and two years thereafter it began to be used as a public market house, until 1880 or 1881, when the building was torn down. In 1875 a corporation was formed called the West Side Market Association, and the city leased in that year to said corporation, all of said part dedicated by said Kilbourn, including the building, for five years, at a nominal rate.

In 1880, certain residents of Milwaukee formed a corporation with a capital stock of \$150,000.00, called the Milwaukee Industrial Exposition Association, for the purpose of constructing and maintaining an Exposition for industrial and other purposes in Milwaukee. The city leased to



HENRY C. SCHRANCK



FRED. C. FASS



EMIL H. OTT



HUGO LOEWENBACH



DAVID C. OWEN

MEMBERS OF AUDITORIUM COMMITTEE

this association, the public square of ground west of Block 52, to be used only for industrial Exposition and other purposes of public nature, as the Directors of the association might see fit, for the term of fifty years. This was done under the authority of Chapter 461 of the laws of 1885, which provided that "The City of Milwaukee is hereby authorized to lease the piece of ground (describing the piece in question) to any association, for the purpose of maintaining a building thereon, to be used for annual industrial Exposition or for public museum."

Subsequently, one of the Kilbourn heirs brought suit in ejectment, but was defeated, the Supreme Court intimating that an adjoining lot owner might enforce the trust and compel the city to refrain from misappropriating the square for other purposes than for those dedicated.

The Committee set about to procure and did procure certain contracts of option from the Kilbourn heirs, with the intent of securing the options from all those that might be interested as heirs or abutting owners in the premises in question. Thereafter, and for the purpose of inquiring how the city's interests may be affected or promoted, the committee had various consultations with the city authorities and the Mayor, which resulted in the drawing, by Mr. Bohmrich, of the bill, enacted into law by the last Legislature, and known as Chapter 426 of the Laws of Wisconsin of 1905.

The bill, as proposed, was first seriously misunderstood and reported by the legislative committee, who had charge thereof, for indefinite postponement, until the Convention Hall Committee succeeded in convincing the various members of the Legislature of their mistaken conception, and after being furnished with the details and written argument, the bill was taken up by the Assembly, after it had passed the Senate, and became a law.

RAISING FUNDS BY SUBSCRIPTION

No better opportunity to study human nature and to secure at the same time a greater variety of views on a given subject is afforded than in the soliciting of funds by popular subscription.



FRANK N. SNELL



F. K. ESPENHAIN



E. A. CONRAD



J. H. PUELICHER



WM. WOODS PLANKINTON

MEMBERS OF AUDITORIUM COMMITTEE

The generosity of man as well as his cupidity is illustrated in its various degrees, forms and character. The tightness with which a man holds on to his pocketbook, regardless of his financial ability or the liberal spirit which may control him, regardless of his poverty, are revealed in an interesting manner.

A splendid lesson, too, in the study of psychology is afforded. The conduct, manner and proposition of the solicitor produces certain general effects which may be relied upon in almost all instances. Human nature the world over, and generosity as well as tightfistedness may be found in office as well as in the home. Cause and effect are illustrated here most effectually.

But, the raising of funds by subscription is not only an art, but also a science. This claim may well be sustained when it is remembered that much depends upon the manner of beginning a list. The science of figures comes into play. The larger subscriber should always head the list. A small figure in the wrong place is liable to do damage.

The art of soliciting funds involves all the elements that go to make a successful salesman. Tact, skill and judgment must predominate. The proposition must, of course, have some merit; the solicitor must be of pleasing address, alert in catching the drift of thought, adroit in steering it in the direction of his purpose, and finally, convincing in his argument. His manner, above all things, must inspire confidence.

The keen observer, and one of a philosophic turn of mind, will find many incidents that are both interesting and instructive. They illustrate the variety of thought and tendency, the humorous as well as the pathetic.

There are, also, many incidents that could not be related openly without giving offense, but there are those that can be told with propriety and which illustrate at least the possibilities in the field of popular subscription labors together with novel experiences.

THE FIRST AUDITORIUM COMMITTEE

The first Auditorium Committee was appointed July 21, 1905, by President Sivyer and consisted of Messrs. E. A. Wadham, Wm. N. Fitz-



LEROY C. WHITNEY
Secretary



JOS. C. GRIEB
Secretary



ROBT. J. MILLER
Member Auditorium Committee



R. B. WATROUS
Secretary



M. H. GROSSMAN
Secretary

MEMBERS AND SECRETARIES OF AUDITORIUM COMMITTEE

gerald, David S. Rose, John P. Murphy, Alvin P. Kletzsch, Henry C. Schranck, Sherburn M. Becker, Edward G. Pratt, B. G. Ellsworth, Charles L. Blanchard, Arthur Koenig, Chas. E. Sammond, W. J. Boyle, Fred W. Rogers and Wm. Geo. Bruce.

The Committee was fully authorized to proceed with the work of securing an Auditorium building under the conditions provided for by Chapter 426 of the Laws of Wisconsin. The effort to secure subscriptions was undertaken at once and pursued for a time with considerable energy.

The plan of operations was in the main confined to the leading merchants and manufacturers and those generally known as public spirited citizens. Here it developed that the plan was too limited in its scope in that it confined itself largely to a class of men who are usually called upon for financial aid of a public character. The response from this source was as generous as could have been expected, but it was far from the ends yet to be attained.

When the sum of \$72,250.00 was reached, it was found that the work of soliciting became more difficult from day to day and that in order to complete the fund of \$250,000.00, future operations must assume a wider scope. Chairman Wadham's business engagements called him from the city quite frequently and prevented his giving the required time to the Auditorium project, and for some months there was a complete cessation of the campaign labors.

THE SECOND AUDITORIUM COMMITTEE

A reorganization of the committee was deemed expedient and President Fitzgerald then named the following citizens to constitute the new Auditorium Committee:

Alvin P. Kletzsch, Manager of the Republican House;

Oliver C. Fuller, President of the Wisconsin Trust Company;

Wm. N. Fitzgerald, President Merchants and Manufacturers' Ass'n.

E. A. Uhrig, President Citizens' Business League;

F. K. Espenhain, President Greater Milwaukee Association;

B. G. Ellsworth, President Chamber of Commerce;

E. A. Conrad, President Milwaukee Real Estate Board;
C. E. Sammond, Manager Stowell Manufacturing Company;
H. C. Schranek, President Musical Society;
A. J. Lindemann, President South Side Advancement Association;
R. J. Miller, President North Side Advancement Association;
E. A. Wadham, Wadham's Oil Company;
Mayor S. M. Becker;
Wm. Geo. Bruce, Tax Commissioner;
F. N. Snell, President Westminster Civic League;
W. W. Plankinton;
Emil H. Ott, Wm. Steinmeyer Company;
D. C. Owen, Postmaster;
Aug. S. Lindemann, President School Board;
C. A. Paeschke, Geuder & Paeschke Company;
Wm. McLaren, Gimbel Brothers;
J. H. Puelicher, Marshall & Ilsley's Bank;
O. J. Schoenleber, Ambrosia Chocolate Company;
Fred C. Fass, Liveryman;
Hugo Loewenbach, Printer and Publisher.

In making up the personnel of the new committee it was aimed to represent as far as possible the several commercial, industrial and civic bodies of the city. Every man named was either at the head of one of these associations or else identified in some manner with tendencies and movements of a public character. The Federated Trades Council was requested to name a representative to be placed upon the Auditorium Committee, as it was deemed most fitting that all interests should be represented, but that organization declined to do so. The names of Otto J. Schoenleber, Fred C. Fass and Hugo Loewenbach were added after the Committee was first appointed, in recognition of their services as solicitors for funds. Mr. Alvin P. Kletzsch was made chairman, Mr. L. C. Whitney, secretary; M. H. Grossman and Richard B. Watrous, assistant secretaries, and Mr. Oliver C. Fuller, treasurer.

The plan that here gained favor and that became the directing force

in the Committee's labors, was to widen the scope of the subscription labors to a popular degree. Every section of the city was to be invaded by solicitors, every interest was to be drawn into active service or into rendering financial aid.

THE NEW CAMPAIGN FOR FUNDS

A campaign embracing this plan was outlined by Wm. Geo. Bruce and subsequently worked out in detail. It provided for sub-committees in every ward of the city and a complete list of the citizens and taxpayers who were able to give financial assistance to the project.

The several sub-committees organized themselves into squads of solicitors who invaded the residence districts as well as the commercial and industrial centers. Meetings were held in the several wards, addresses were made and every effort made to stimulate an interest and enthusiasm all along the line.

This campaign revealed some splendid examples of individual zeal and patriotism. Citizens threw themselves into the canvass for subscriptions and worked incessantly from early morning until late. They missed no opportunity to secure a dollar wherever and whenever it could be secured.

A Committee on Publicity, headed by Mr. William MacLaren, was appointed. He was assisted in his work by Messrs. Frank N. Snell, Wm. Geo. Bruce, Albert J. Lindemann and F. K. Espenbahn. Col. J. A. Watrous served for two months as press agent.

A Committee on Finance, whose duty it was to raise money for preliminary expenses, was appointed, with Charles E. Sammond as chairman and Messrs. David C. Owen and August S. Lindemann as members.

The Committee on Organization was headed by Wm. Geo. Bruce, as chairman, with Messrs. Edward A. Ulrig, Henry C. Schranck, Charles A. Paeschke and Emil H. Ott, as members.

In order to arouse a proper sentiment on the part of the public the active interest of the press was enlisted. The blowing of whistles, the clanging of bells from the towers of the city, the display of fireworks, and

the boom of canons were employed on the 28th day of June, when the so-called Auditorium Campaign was opened.

The arduous task which now followed was simply the persistent and tenacious effort to raise money. The history of each day, of each subscription, of every success and every disappointment, of the slow and steady pull with its thousand fluctuations of brightness and gloom will never be told.

The Committee and its solicitors went boldly to the front. No rebuke daunted them, no miserly "turn down" discouraged them. Every day they appeared upon the scene, fresh, strong and confident. Every day added to the total, which now crept from \$72,250.00 to \$210,000.00 to \$220,000.00, until the coveted sum was reached.

THE FINAL EFFORT

Here it is but proper to mention the fact the Committee rejected all catch penny schemes for raising money. These were urged upon all sides and included the sale of buttons, bean guessing contests and baseball contests in ballet costumes, as well as every imaginable form of amusements through which money might be raised. All were rejected.

The Auditorium Committee adopted the fixed policy that every dollar should be raised through a legitimate subscription method. It adhered strictly to this policy until the subscription list was not only fully subscribed, but also liberally over-subscribed—at least sufficiently over-subscribed to fully make up all lapses liable to occur.

It would be evading the truth to say that there were not periods of cessation and rest, even with this energetic body of men. All of them were deeply engrossed with their several business or professional vocations, and there naturally arose a periodical lull in the labors of the Committee. But enthusiastic leadership soon revived the various factors into action again.

The raising of the last twenty thousand dollars appeared, however, a more difficult task than did the raising of the first one hundred thousand. Nearly everybody, likely to subscribe, had subscribed, and those who had

refused were not likely to be induced to come to rescue at the last moment. The alignment between those who would lend their support and those who would not, had become so rigid that further effort in storming the unwilling to yield seemed useless.

The only alternative that presented itself to the Committee was the invasion of new fields, or rather an extension of the campaign in the residence section of the city. This meant a series of smaller subscriptions instead of a few larger ones. The thought of renewing the arduous labors in a field that could not be covered during the regular hours of the day, but would have to be undertaken during a few brief hours in the evening, was not altogether a cheerful one. It would require an army of men to perform the task and would delay the completion of the fund for some weeks at least.

But, with time there came counsel and help. Public spirited men came to the rescue and loyally supported the project most liberally.

The last ten thousand dollars were subscribed by three public spirited citizens who had already given liberal support to the project through the business enterprises which they represented. Col. G. G. Pabst signed \$2,500.00. Mr. Chas. F. Pfister \$2,500.00 and Prof. Warren S. Johnson \$5,000.00. These completed the total of \$250,000.00.

THE MUSIC HALL AND AUDITORIUM ASSOCIATION

In recording the history of the auditorium movement it would be unfair to omit mention of the efforts made in its behalf by the musical people of the city. They entered with zest and spirit into the work and contributed in no small degree to the ultimate success of the project as far as the raising of funds was concerned.

The initial move was made by the Arion Musical Club at a meeting held on February 23, 1903, when a resolution was adopted expressing the need of a music hall in this city and authorizing President Currie to appoint a committee to deal with the matter.

The plan first suggested was a conference with the manager of the Wells estate with a view of prompting the erection of a building that

should contain a music hall. A committee was appointed, which consisted of the late John Johnston, Judge L. W. Halsey and James Currie, met with Mr. H. A. J. Upham, who represented the Wells estate, but no tangible results followed this conference.

But, the attempt was followed by a movement which assumed a wider scope in that it embraced the co-operation of the representatives of the various musical organizations. The so-called Music Hall and Auditorium Association was the outcome.

The first meeting, or conference, which subsequently led to the organization was held in the month of February, 1904, at the club rooms of the Hotel Pfister with the following persons in attendance: Henry C. Schranck, James Currie, John H. Frank, Dr. John Moeller, John R. Williams, W. P. Bishop and Charles E. Sammond.

The representatives of the various musical organizations authorized to act for them were the following:

Milwaukee Musical Society—Henry C. Schranck, Henry M. Mendel, Chas. L. Kiewert, Henry Fink and Joseph Uihlein.

Arion Musical Club—James Currie, Judge L. W. Halsey, Andrew M. Joys, John R. Williams and Chas. E. Sammond.

A Capella Choir—John H. Frank, Oscar Loefler, Oscar Streissguth, Wm. H. Upmeyer and Oscar Griebling.

Milwaukee Maennerchor—Dr. John Moeller, George Seifert, Dr. Gustav A. Kletzsch and Charles Kuehns.

The objects of the new organization, as expressed in its articles of association, were "the proposition of a suitable hall for music and art and public assemblies in Milwaukee and for mutual benefit of its members." The officers elected were as follows: President, Henry C. Schranck; First Vice-President, James Currie; Second Vice-President, Dr. John Moeller; Secretary, Chas. E. Sammond; Treasurer, John H. Frank.

A series of meetings followed during the spring months of 1904 in which various ways and means towards accomplishing the desired object were discussed. These in their earlier stages had under consideration the finding of some capitalist who would, as an investment, erect a struc-

ture that would afford a seating capacity for some three thousand persons. These also included a plan, presented by Mr. Mendel, which contemplated the utilization of the old Exposition site.

At a meeting held April 27, 1904, a committee consisting of Messrs. Schranck, Sammond and Halsey was appointed to confer with the directors of the Exposition Association regarding the rental of the old site. The committee was also authorized to act in conjunction with the Merchants and Manufacturers' Association.

Early the following year a bill was introduced in the state legislature for a joint arrangement through which any corporation could join with the municipality in the construction and maintenance of an auditorium building. The musical societies as represented through their special organization gave this measure most hearty support. Resolutions to this effect were adopted and forwarded to the members of the legislature.

The second Auditorium Committee appointed by President Fitzgerald of the Merchants and Manufacturers' Association represented the various civic organizations. Messrs. Henry C. Schranck and Charles E. Sammond were named upon that committee and did valiant service in completing the fund.

After the regular Auditorium Committee had gotten its subscription fund fairly under way, the Music Hall and Auditorium Association considered its labors completed and no more meetings were called. The representation of two members of the latter organization on the former in a measure served as a merger of both.

THE FRATERNAL TEMPLE ASSOCIATION

Another movement, which sprung up almost simultaneously with that of the musical people, is that which was inaugurated by several representatives of fraternal organizations. The fact that they had under consideration the utilization of the old Exposition site in the realization of their plans, makes it proper that they be referred to in connection with its auditorium movement.

While the project here provided for a temple or a home for the various

fraternal organizations the construction of a larger hall in connection with a series of smaller lodge rooms was also in contemplation.

The first evidence of this movement found expression in a communication to the local press under date of October 3d, 1903, which appeared over the signature of Louis Liebscher, Jr. The project as here outlined included a large convention hall, a gymnasium, billiard hall as well as a number of smaller halls for meeting purposes.

Mr. Liebscher introduced a resolution at a meeting of the Badger Camp No. 59, Modern Woodmen of the World, for the appointment of a committee which was to test the feasibility of the project. He also sent letters to three hundred and fifty societies suggesting the appointment of similar committees.

Twenty societies responded and the committees appointed by them were formed into an organization. The result was a special committee consisting of Messrs. A. C. Davies, Wm. F. Sell, G. W. Kliegel, Leo Torbe, Dr. J. J. Seelman, Harry M. Silber and Louis Liebscher, Jr.

An organization known as the Fraternal Temple Association of Milwaukee followed, with the following officers: President, Louis Liebscher, Jr.; Secretary, George W. Kliegel; Treasurer, Leo Torbe; Directors; A. C. Davies, Wm. F. Sell, Dr. J. J. Seelman and Harry M. Silber.

A proposition to join with other associations in the project of securing an Auditorium seems to have remained unheeded. The loss of the Exposition by fire strengthened the promoters of the fraternal temple idea in their faith as to the wisdom of the movement. Notwithstanding this fact, the financial aid which was offered appeared altogether too meagre to warrant the hope of success. The societies, too, failed to respond in such manner as had been expected.

When the project which had been inaugurated by the Merchants and Manufacturers' Association assumed some momentum and gave promise of fulfillment the promoters of the fraternal temple relaxed their efforts. The promoters, too, felt that they had not received such encouragement as had originally been hoped for or expected and they finally abandoned all further efforts.

PERFECTING THE CORPORATION

After the subscription fund was completed, it was found that certain formalities would have to be undertaken before the entire project could be presented to the Common Council.

The first step to be taken was the incorporation of the Auditorium Company. This was promptly undertaken. The incorporation papers were drawn by Attorney Quarles, signed by Messrs. Alvin P. Kletzsch, Oliver C. Fuller, W. N. Fitzgerald, Wm. Geo. Bruce, Edward A. Uhrig and Henry C. Schranck, and filed with the Secretary of State on October 27th, 1906. A meeting of the stockholders, too, was called by two of the incorporators, Alvin P. Kletzsch and W. N. Fitzgerald, and the date fixed for Wednesday evening, November 14th, 1906.

At the same time the Chairman and Secretary of the Incorporation Committee, Alvin P. Kletzsch and Wm. Geo. Bruce, notified the Common Council that the fund was completed, and requesting that body to fix a suitable bond to be given by the Auditorium Company in conformity with the law. This bond, which was for the purpose of binding the Auditorium projectors to the agreement that the sum of \$250,000.00 would be furnished for carrying out the project, was fixed in the sum of \$10,000.00. In placing the bond at a nominal figure the Finance Committee of the Common Council gave an expression of confidence in the men who had the Auditorium project in hand.

The bond, given in the sum of \$10,000.00, was signed by Alvin P. Kletzsch and Charles E. Sammond, president and secretary respectively, as principals, and by the following gentlemen as sureties: Wm. Geo. Bruce, William MacLaren, Charles A. Paeschke, Oliver C. Fuller, Emil H. Ott, Wm. N. Fitzgerald, William Woods Plankinton, F. K. Espenhain, B. G. Ellsworth, J. H. Puelicher, Edward A. Uhrig, Henry C. Schranck, Otto J. Schoenleber, August S. Lindemann, Hugo Loewenbach, Fred C. Fass, Richard B. Watrous, Joseph C. Grieb, M. H. Grossman, Robert J. Miller, E. A. Conrad, Frank N. Snell.

Previous to the stockholders' meeting, the so-called Auditorium Committee deemed it wise to act suggestively in naming the men who were to

serve as directors of the company. Inasmuch as the great majority of stockholders was at sea as to who would be most likely to serve acceptably it was thought well to suggest the names of five men from the committee to be voted upon by the stockholders.

The proposition met with approval at the hands of the committee, and the nominations were made by ballot. The result showed that Messrs. Alvin P. Kletzsch, Wm. Geo. Bruce, Albert J. Lindeman, Edward A. Uhrig and Charles E. Sammond were the choice for directors to serve the terms of five, four, three, two and one year, respectively. While these were to be suggested it was held at the same time that any stockholder, not a member of the committee, might be considered an available candidate for the directorship, and, therefore, the former were not urged with any degree of energy.

A sentiment on the part of the subscribers or stockholders had crystallized in the direction of men whose names had been most prominently identified with the Auditorium movement, or to be more specific, with the raising of the Auditorium fund. Thus, when the evening arrived when the Board of Directors was to be chosen, it was a foregone conclusion that at least two of the names suggested would be chosen. Mr. Uhrig declined to have his name considered.

The capitalization of \$250,000.00 divided in shares of \$10.00 each gave a voting strength of 25,000 in number. It required a majority, or 12,501 votes to transact any business. The number of votes represented exceeded the 18,000 mark, however, and throughout the evening a lively interest was manifested on the part of the stockholders, in the results of the contest. The five directors were elected in their order as follows: Messrs. Alvin P. Kletzsch, Wm. Geo. Bruce, Oliver C. Fuller, Charles E. Sammond and F. A. W. Kieckhefer.

The term for which they were elected is for one year only. At this point it may be well to explain more fully the nature of the law creating the Auditorium Company. The impression has been gained that the five directors selected necessarily constitute the five trustees who act jointly with the six officials representing the municipality. This is not correct.

The five directors chosen from and by the stockholders are empowered to elect from within their number, or without, the five men who sit in the joint Auditorium Board of Trustees. This does not make it necessary that they elect themselves if they are disinclined to do so. In electing the five men to the joint body they also fix their term of service, ranging from one to five years.

Here, too, a question may arise which may at first seem puzzling. The directors originally chosen by the stockholders for one year may be elected by the directors to serve in the joint body for a term of years, not to exceed five years. Those chosen to serve with the city's representatives in the joint Board of Trustees with the tenure fixed, are as follows: For one year, F. A. W. Kieckhefer; two years, Charles E. Sammond; three years, Oliver C. Fuller; four years, Wm. Geo. Bruce; five years, Alvin P. Kletzsch.

In the primary capacity as directors of the Auditorium Company they serve also as officers of that organization in the following order: President, Alvin P. Kletzsch; Vice-President, F. A. W. Kieckhefer; Secretary, Charles E. Sammond; Treasurer, Oliver C. Fuller.

From the foregoing it will be plain that every year five directors must be elected, and from this body there must be selected one man to fill the annual vacancy in the joint Board of Trustees. Thus, there may be five directors, only one of whom is a member of the joint body.

JOINING WITH THE CITY

The law enabling the municipality to join with any corporation in the construction and maintenance of an Auditorium also stipulates the conditions under which this must be done. These conditions provide,

First. That a formal petition be filed with the Common Council outlining in a general way the plans, dimensions and purposes of an Auditorium structure.

Second. An agreement to enter jointly into contract with the city in carrying the project into realization.

Third. To furnish a complete list of all the subscribers to the fund or

stockholders of the Auditorium Company, which subscription of stock must aggregate the sum of \$250,000.00.

Fourth. Submit a bond in sum as may be named by the Council, to ensure the municipality as to the faithful performance of the contract on the part of the Auditorium Company.

These conditions were complied with in every detail, and in the shortest possible time as far as the Auditorium Company or its representatives was concerned. The council was obliged, however, in accordance with its established rules, to refer the petition and bond, as well as the resolution to accept the proposition to its committees for consideration and then have them re-referred for final action.

This consumed considerable time, and it was not until December 24, 1906, that the final resolution accepting the proposition made by the Auditorium Company could be introduced. The resolution is presented herewith in full, since it embodies the leading and essential conditions making the jointure possible.

WHEREAS, the Milwaukee Auditorium Company has complied with all of the provisions of Chapter 426 of the Laws of 1905 on its part to be performed preliminary to the action to be taken by the Common Council of the city of Milwaukee, and particularly has complied with all of the provisions of Sections 2 and 4 of said Chapter 426 of the Laws of 1905, relating to the erection and maintenance of an auditorium; and,

WHEREAS, the petition of the said Milwaukee Auditorium Company has been received by the common council and complies in all respects with the provisions of said Section 2 of the said law, whereby it appears that it is desired to erect and maintain an auditorium, now, therefore,

Be it Resolved, By the Common Council of the city of Milwaukee, that it be and is hereby determined that the public welfare will be promoted by the erection and maintenance of the institution proposed by the said petition, to-wit: an auditorium;

Further Resolved, That the Common Council of the city of Milwaukee does hereby agree to join with the said Milwaukee Auditorium Company in the erection and maintenance of such auditorium as proposed by said company as provided by law.

Further Resolved, That there shall be and is created a board which shall have full and complete authority over such institution and in the building and maintenance thereof, which board shall consist of five members elected thereto by the said Milwaukee Auditorium Company, namely: Ferdinand A. W. Kieckhefer, holding for the term of one year; Charles E. Sammond, holding for the term of two years; Oliver C. Fuller, holding for the term of three years; Wm. Geo. Bruce, holding for the term of four years; Alvin P. Kletzsch, holding for the term of five years, and the Mayor, City Attorney, City Comptroller, City Treasurer, President of the Board of Trustees of the Public Library and President of the Board of Trustees of the Public Museum of the city of Milwaukee.

THE KLETZSCH DINNER

It may not be out of the way to say that the personnel of the committee was a most congenial one. The social spirit which pervaded the members in their personal intercourse with each other, aided largely in stimulating renewed effort. Disappointments and discouragements were lightly passed over and with each weekly meeting followed a renewed outburst of enthusiasm and cheerful effort.

The spirit of good-natured rivalry, too, proved a stimulating factor. The city had been divided into districts and those residing in them made an effort to excel in the total of subscriptions secured. The surreptitious invasion of one another's territory was not an infrequent occurrence. There were also frequent instances where persons had been solicited repeatedly without success and finally secured by some solicitor who had made no previous effort in that direction.

The dinner therefore, tendered by President Alvin P. Kletzsch to the members of the committee on the evening of December 3d, 1906, was a fitting climax to the spirit of good fellowship which had prevailed throughout the campaign for funds.

Those present were: Alvin P. Kletzsch, Charles E. Sammond, Wm. Geo. Bruce, William MacLaren, Charles A. Paeschke, Oliver C. Fuller, Emil H. Ott, Wm. N. Fitzgerald, William Woods Plankinton, F. K.

Espenhain, B. G. Ellsworth, J. H. Puelicher, Edward A. Uhrig, Henry C. Schranck, Otto J. Schoenleber, August S. Lindemann, Hugo Loewenbach, Fred C. Fass, Richard B. Watrous, Joseph C. Grieb, M. H. Grossman, Robert J. Miller, E. A. Conrad, Frank N. Snell.

The menu was as elaborate as the host could possibly have made it; the table decorations were exquisite; the social atmosphere was most delightful.

The expressions of the evening—and everybody present said something—were in the main a tribute to the leadership manifested by the host, in what he did towards making the Auditorium project an assured success, and in what he caused others to do.

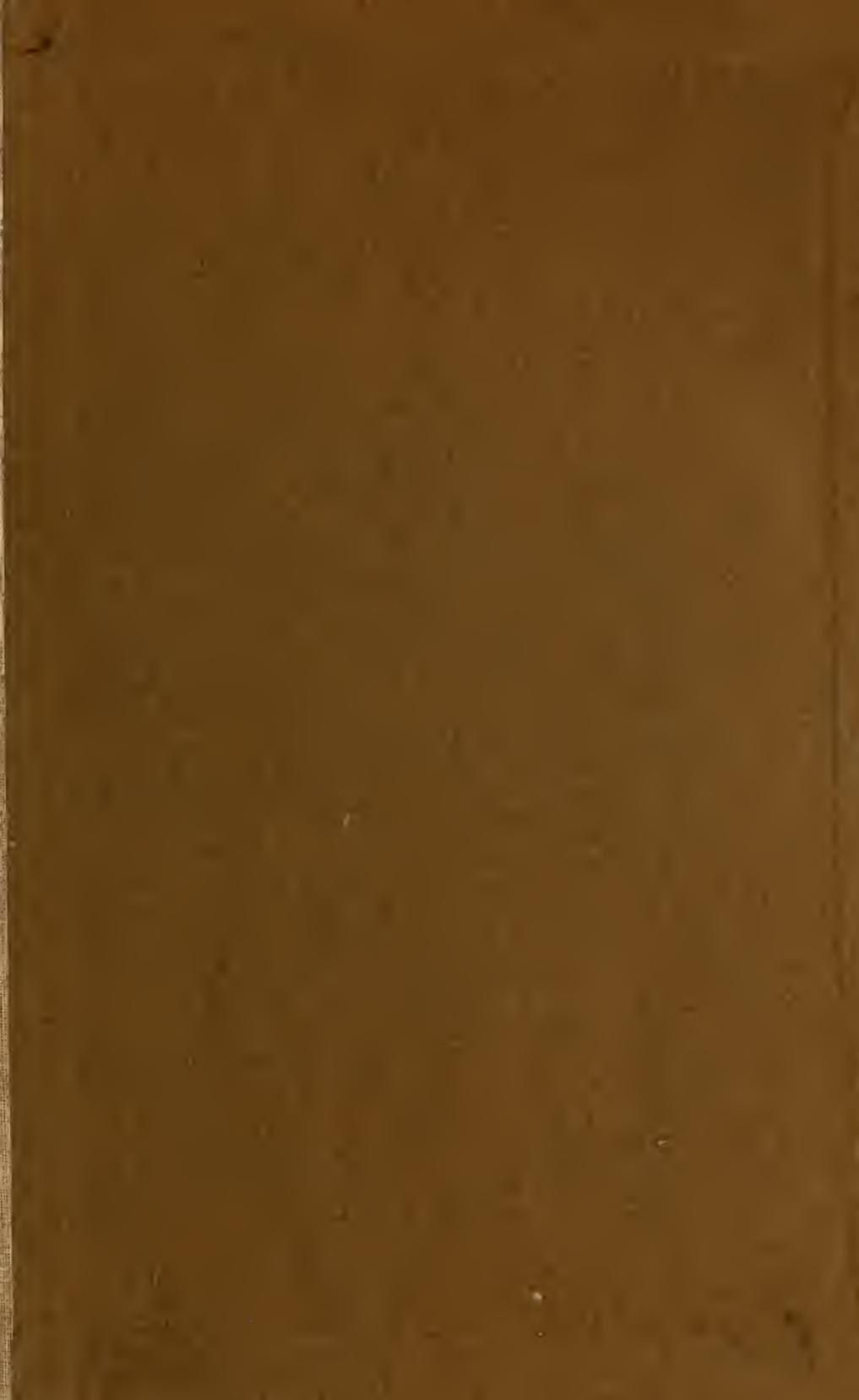
Original verses of a humorous character were read by Charles A. Paeschke and Henry C. Schranck. Mr. Charles E. Sammond led in song and Mr. Frank N. Snell acted as the toastmaster.

It was also on this occasion that the bond was signed. The Board of Directors had already submitted a bond signed by the President and Secretary as principals and the five directors as sureties. It had become known about this time that the legality of this bond was being questioned by some of the officials at the city hall. A new bond was immediately prepared and was cheerfully signed by all present at the dinner.

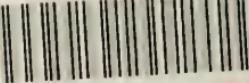
One tendency which was brought to light in several of the speeches made during the evening was to the effect that the Committee should preserve its identity and assist in future in other projects intended to benefit the city. The thought met with favor, and while no definite plans were proposed it was the general sentiment that every man stood ready to serve in any laudable project in the future.

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